Amendments to the Claims

1   Claim 1 (currently amended): A computer program product for enabling television ("TV")

2   commerce to generate revenue streams for TV originators, said program product embodied on

3   computer readable media readable by one or more computing systems in an interactive television

4   environment having a connection to a computer network and comprising:

5   computer-readable program code means for initiating a TV commerce transaction by a

6   consumer using said interactive television environment, wherein said transaction pertains to an

7   offering of a merchant;

8   computer-readable program code means for gathering TV context information related to a

9   TV context in which said ~~transaction~~ offering is presented to said consumer, wherein said TV

10   context information enables identifying one or more TV originators, each of which is distinct

11   from said merchant;

12   computer-readable program code means for transmitting said gathered TV context

13   information from a device used by said consumer to an issuer of an account of said consumer

14   when requesting authorization of payment, using said account, for said transaction;

15   computer-readable program code means for including said transmitted TV context

16   information in an authorization token created by said issuer if said issuer authorizes said

17   payment, wherein said authorization token is digitally signed by said issuer;

18   computer-readable program code means for sending said authorization token, and said

19   TV context information included therein, to an acquirer that is distinct from, and processes

20   payments for, said merchant when requesting said acquirer to collect said payment for said

21   transaction; and

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1   computer-readable program code means for concluding, by said acquirer upon verifying

2   that said issuer created said digital signature on said authorization token, that said payment was

3   authorized by said issuer and that said TV context information included therein has not been

4   altered, and therefore proceeding to automatically allocate a portion of said payment to one or

5   more of said TV originators, according to said TV context information, and reducing an amount

6   of said payment to be paid to said merchant by said automatically allocated portion.

Claims 2 - 6 (canceled)

1   Claim 7 (previously presented): The computer program product according to Claim 1, wherein

2   said computer-readable program code means for concluding and therefore proceeding to

3   automatically allocate further comprises:

4   computer-readable program code means for extracting an identification of each of said

5   one or more TV originators from said TV context information; and

6   computer-readable program code means for determining said portion to be allocated using

7   a predetermined percentage of said payment, for each of said TV originators for whom said

8   identification is extracted.

1   Claim 8 (previously presented): The computer program product according to Claim 1, further

2   comprising computer-readable program code means for extracting said TV context information

3   from said authorization token when said acquirer has verified that said issuer created said

4   authorization token and sending said extracted information from said payment processor to at

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5   least one of said one or more TV originators.

       Claims 9 - 19 (canceled)

1   Claim 20 (currently amended): A system for enabling television ("TV") commerce to generate

2   revenue streams for TV originators in an interactive television environment, said environment

3   having a connection to a computer network and said system comprising:

4   means for initiating a TV commerce transaction by a consumer using said interactive

5   television environment, wherein said transaction pertains to an offering of a merchant;

6   means for gathering TV context information related to a TV context in which said

7   transaction offering is presented to said consumer, wherein said TV context information enables

8   identifying one or more TV originators, each of which is distinct from said merchant;

9   means for transmitting said gathered TV context information from a device used by said

10   consumer to an issuer of an account of said consumer when requesting authorization of payment,

11   using said account, for said transaction;

12   means for including said transmitted TV context information in an authorization token

13   created by said issuer if said issuer authorizes said payment, wherein said authorization token is

14   digitally signed by said issuer;

15   means for sending said authorization token, and said TV context information included

16   therein, to an acquirer that is distinct from, and processes payments for, said merchant when

17   requesting said acquirer to collect said payment for said transaction; and

18   means for concluding, by said acquirer upon verifying that said issuer created said digital

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19   signature on said authorization token, that said payment was authorized by said issuer and that

20   said TV context information included therein has not been altered, and therefore proceeding to

21   automatically allocate a portion of said payment to one or more of said TV originators, according

22   to said TV context information, and reducing an amount of said payment to be paid to said

23   merchant by said automatically allocated portion.

Claims 21 - 25 (canceled)

1   Claim 26 (previously presented): The system according to Claim 20, wherein said means for

2   concluding and therefore proceeding to automatically allocate further comprises:

3   means for extracting an identification of each of said one or more TV originators from

4   said TV context information; and

5   means for determining said portion to be allocated using a predetermined percentage of

6   said payment, for each of said TV originators for whom said identification is extracted.

1   Claim 27 (previously presented): The system according to Claim 20, further comprising means

2   for extracting said TV context information from said authorization token when said acquirer has

3   verified that said issuer created said authorization token and sending said extracted information

4   from said payment processor to at least one of said one or more TV originators.

Claims 28 - 39 (canceled)

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1   Claim 39 (currently amended): A method for enabling television ("TV") commerce to generate

2   revenue streams for TV originators in an interactive television environment, said environment

3   having a connection to a computer network and said method comprising the steps of:

4   initiating a TV commerce transaction by a consumer using said interactive television

5   environment, wherein said transaction pertains to an offering of a merchant;

6   gathering TV context information related to a TV context in which said transaction

7   offering is presented to said consumer, wherein said TV context information enables identifying

8   one or more TV originators, each of which is distinct from said merchant;

9   transmitting said gathered TV context information from a device used by said consumer

10   to an issuer of an account of said consumer when requesting authorization of payment, using said

11   account, for said transaction;

12   including said transmitted TV context information in an authorization token created by

13   said issuer if said issuer authorizes said payment, wherein said authorization token is digitally

14   signed by said issuer;

15   sending said authorization token, and said TV context information included therein, to an

16   acquirer that is distinct from, and processes payments for, said merchant when requesting said

17   acquirer to collect said payment for said transaction; and

18   concluding, by said acquirer upon verifying that said issuer created said digital signature

19   on said authorization token, that said payment was authorized by said issuer and that said TV

20   context information included therein has not been altered, and therefore proceeding to

21   automatically allocate a portion of said payment to one or more of said TV originators, according

22   to said TV context information, and reducing an amount of said payment to be paid to said

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23   merchant by said automatically allocated portion.

          Claims 40 - 44 (canceled)

1   Claim 45 (previously presented): The method according to Claim 39, wherein said step of

2   concluding and therefore proceeding to automatically allocate further comprises the steps of:

3   extracting an identification of each of said one or more TV originators from said TV

4   context information; and

5   determining said portion to be allocated using a predetermined percentage of said

6   payment, for each of said TV originators for whom said identification is extracted.

1   Claim 46 (previously presented): The method according to Claim 39, further comprising the step

2   of extracting said TV context information from said authorization token when said acquirer has

3   verified that said issuer created said authorization token and sending said extracted information

4   from said payment processor to at least one of said one or more TV originators.

          Claims 47 - 58 (canceled)

1   Claim 59 (previously presented): The method according to Claim 46, further comprising the step

2   of sending said extracted information from said payment processor to said merchant.

          Claims 60 - 61 (canceled)

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1   Claim 62 (currently amended): The method according to Claim 39, wherein said <u>TV context</u>

2   <u>comprises a TV program in which said offering is presented to said consumer and said</u> gathered

3   TV context information comprises information from a data stream transmitted with [[a]] <u>said</u> TV

4   program.

1   Claim 63 (currently amended): The method according to Claim 39, wherein said <u>TV context</u>

2   <u>comprises an advertisement shown during a TV program, said offering being presented to said</u>

3   <u>consumer during said advertisement, and wherein said</u> gathered TV context information

4   comprises information from [[an]] <u>said</u> advertisement ~~shown during a TV program~~.

1   Claim 64 (currently amended): The method according to Claim 39, wherein said gathered TV

2   context information <u>further</u> comprises an identification of said consumer.

1   Claim 65 (previously presented): The method according to Claim 39, wherein said gathered TV

2   context information comprises an identification of a TV program, channel, and/or station being

3   displayed when said transaction was initiated.

1   Claim 66 (previously presented): The method according to Claim 39, wherein said gathered TV

2   context information comprises an original broadcast date and/or time of a TV program being

3   watched by said consumer when said transaction was initiated.

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1   Claim 67 (currently amended): The method according to Claim 39, wherein said gathered TV

2   context information further comprises TV viewing records of said consumer.

1   Claim 68 (previously presented): The method according to Claim 39, wherein said gathered TV

2   context information comprises an identification, date, and/or time of an advertisement from

3   which consumer initiated said transaction.

1   Claim 69 (currently amended): The method according to Claim 39, wherein said gathered TV

2   context information further comprises an indication that said transaction was initiated from said

3   interactive television environment.

1   Claim 70 (previously presented): The method according to Claim 39, wherein said device

2   digitally signs said payment authorization request on behalf of said consumer before transmission

3   to said issuer, and wherein said issuer verifies said digital signature of said device as a condition

4   of authorizing said payment.

1   Claim 71 (currently amended): A method of allocating revenue for television ("TV") commerce,

2   comprising steps of:

3   gathering contextual information related to a TV context in which a transaction between a

4   consumer and a merchant is initiated, wherein the transaction is initiated in an interactive TV

5   environment and wherein the contextual information enables identifying one or more TV

6   originators, each of which is distinct from the merchant;

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7   including a digitally-signed version of the contextual information when requesting

8   authorization of payment for the transaction;

9   including the digitally-signed version in a digitally-signed authorization token that is

10   created, by an issuer of an account of the consumer, to signify that the issuer authorizes the

11   payment from the account; and

12   upon determining, by an acquirer that processes payments for the merchant and that is

13   distinct from the merchant, that it has received an authentic digitally-signed authorization token

14   pertaining to the transaction and that this authentic token contains contextual information,

15   programmatically allocating a portion of the payment authorized by the authentic authorization

16   token to one or more of the TV originators identified by the contextual information.

Claims 72 - 75 (canceled)